

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

November 24, 1997

RJR Account #533288
Mr. B. Corrigan
JONES McINTOSH, INC.

DORAL \$1.00 OFF 2-PACKS / TEAR TAPE PROMOTION #800005

Dear Bill:

DORAL \$1.00 OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as 90 SKUs of preassembled Counter Displays (Item #535481) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>Promoted</u> <u>Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
<u>3</u>	Doral Light	12300-24698
<u>3</u>	Doral Light 100	12300-24750
<u>3</u>	Doral Lt Men 100	12300-24752
<u>3</u>	Doral FF 100	12300-24751

Product / Premium Arrival: January 5, 1998
Ship Date to Retail: Week of: January 19, 1998

Displays (Item #535481)
SKU CUBE: 0.4965
SKU WT (w/o Product): 1.5625 lbs
Retail Sales Offer per Sku: 20 units

Billing per Sku: 4 Savings Cartons

EFT \$ Amount: \$1,812.50

51852 2191

-2-

\$1.00 2-Pack Tear Tape
JONES McINTOSH, INC.

Promotion Description:

Each Doral pack will have ".50¢ Off" Tear Tape. Product is pre-sleeved; each carton contains five 2-pack offers. One carton of each of the 4 brand styles should be placed in Counter Display and shipped to retail.

Brand Styles: Doral Lt / Doral Lt 100 / Doral Lt Men 100 / Doral FF 100

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
See attached 'Wholesaler Packing Instructions'

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$58.80 (4.2 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: S. Schwalm

L. E. MacWilliams

Att: Wholesaler Packing Instructions

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JAN50DOR.DOC

51852 2192

WHOLESALE : 513288 JONES MCINTOSH TOBACCO CO. <DIRECT>
 TEMPLATE : 800004 80100 DOR JAN S1/2 NO
 TEMPLATE SEQ : 0023
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162202	162232	075877	NORTHSIDE FOOD & BE	233 NORTH ST	AUBURN	NY	13021	1				(315)252-1235
162202	162232	284661	NOBLES CONV MART	7802 MAPLE RD	BALDWINVILLE	NY	13027	1			0976	(315)635-1223
162202	162237	328323	SUNSHINE MINI	500 OLD LIVERPOOL	LIVERPOOL	NY	13088	1				(315)453-6344
162202	162238	337722	VILLAGE STOP SHOP	102 S MAIN ST	CENTRAL SQUARE	NY	13036	1				(315)676-2347
162202	162238	435553	GREAT NO MOBIL SERV	4031 STATE ROUTE	LIVERPOOL	NY	13090	1				(315)652-4537
162202	162237	458253	YOUR NEIGHBORHOOD S	302 MALDEN RD	MATTYDALE	NY	13211	1				(315)455-1234
162202	162230	464894	SUNSHINE MINIMART #	3000 BELGIUM RD	BALDWINVILLE	NY	13027	1				(315)638-4090
162202	162230	491331	JOHN GLENN SERVICE	RT. 57 @ JOHN GLE	LIVERPOOL	NY	13088	1				(315)457-5132
162202	162238	587630	MS GILL AUTO REPAIR	3511 BREWERTON RD	NORTH SYRACUSE	NY	13212	1				(315)455-1786
162202	162230	647727	A-PLUS MINI MARKET	7653 MORGAN RD.	LIVERPOOL	NY	13090	1		0362-0102		(315)652-7427
162202	162237	655485	MS GILL A-PLUS	5136 TAFT & BUCKL	LIVERPOOL	NY	13088	1		0362-0102		(315)458-2996
162202	162238	696065	CICERO GAS & GROCER	6190 S BAY RD	CICERO	NY	13039	1				(315)699-1970
162202	162230	718856	BALDWINVILLE A-PLU	35 E GENESEE ST	BALDWINVILLE	NY	13027	5		0362-0102		(315)635-6035
162202	162237	762308	GALEVILLE GROCERY	412 OLD LIVERPOOL	LIVERPOOL	NY	13088	1				(315)457-2020
162202	162232	762400	TRICOUNTY APLUS	2632 DOWNER ST	BALDWINVILLE	NY	13027	5		0362-0102		(315)635-3556
162202	162238	762794	GEETA CORP APLUS	5824 E TAFT RD	NORTH SYRACUSE	NY	13212	1	NYS	0362-0102	044115	(315)458-3903
162202	162237	762896	R & J MOBIL EXPRESS	500 7TH NORTH ST	LIVERPOOL	NY	13088	1	NYS			(315)457-2462
162202	162232	269019	GEORGES GROCERY	1292 WATERLOO GEN	WATERLOO	NY	13165	1	NYS		7434	(315)539-4536
162205	162237	739321	GOLDEN MARKET	1008 BUTTERNUT ST	SYRACUSE	NY	13208	1				(315)423-3773
162205	162237	022805	OGDEN MINI MART	6325 THOMPSON RD	SYRACUSE	NY	13206	1				(315)463-2905
162205	162230	042749	DIMARIA'S NEWS	325 GIFFORD ST	SYRACUSE	NY	13204	1				(315)476-1757
162205	162230	059528	DESIMONE'S SERVICE	680 S SALINA ST	SYRACUSE	NY	13202	1				(315)476-6903
162205	162230	060876	OGDEN MINI MART	1883 STATE FAIR B	SYRACUSE	NY	13209	1				(315)638-7130
162205	162237	085107	BEST DAIRY	2342 COURT ST	SYRACUSE	NY	13208	1				(315)454-0910
162205	162230	171656	DURSTONS	515 W GENESEE ST	SYRACUSE	NY	13204	1				(315)471-1823
162205	162237	172810	IKES SUPERETTE	210 PARK ST	SYRACUSE	NY	13203	1				(315)472-7672
162205	162230	173012	ROCKYS NEWS	447 N SALINA ST	SYRACUSE	NY	13202	1				(315)422-1997
162205	162237	173058	SOUTHWOOD SUPERETTE	5190 E SENECA TNP	JAMESVILLE	NY	13078	1				(315)492-1684
162205	162230	173166	BRILBECK'S MARKET	620 ULSTER ST	SYRACUSE	NY	13204	1				(315)422-0606
162205	162230	375584	OLYMPIC NEWS	109 S WARREN ST	SYRACUSE	NY	13202	1				(315)474-9564
162205	162230	391370	NEIGHBORHOOD FOODS	139 N GEDDES ST	SYRACUSE	NY	13204	1				(315)474-7704
162205		478200	SABASTINO'S PIZZA	447 WESTCOTT ST	SYRACUSE	NY	13210	1				(315)478-5347
162205	162237	500127	THE DEPOT	6497 E SENECA TPK	JAMESVILLE	NY	13078	1				(315)492-4741
162205	162231	569765	C & Y CONVENIENT	53 RIDGE RD	LANSING	NY	14882	1				(607)533-7840
162205	162237	577619	C&C MINI MART, INC	1431 N SALINA ST	SYRACUSE	NY	13208	1				(315)479-5080
162205	162237	621049	LUCKY 7	3100 COURT ST	SYRACUSE	NY	13206	1				(315)463-0491
162205	162237	649134	A-PLUS #4389	2500 ERIE BLVD.	SYRACUSE	NY	13224	1		0362-0102	042416	(315)446-1921
162205	162230	656818	EXPRESSWAY MKT	3226 S. SALINA ST	SYRACUSE	NY	13205	1				(315)492-2574
162205	162237	660937	ROSE'S CORNER MKT	539 COURT ST	SYRACUSE	NY	13208	1				(315)475-0143
162205	162230	689192	OLYMPIC NEWS 2	441 S SALINA ST	SYRACUSE	NY	13202	1				(315)424-1336
162205	162237	696028	MAJOR GASLAND INC.	1825 TEALL AVE	SYRACUSE	NY	13206	1		0362-0102		(315)437-6096
162205	162237	696125	STAFFORD CONVENIENC	372 STAFFORD AVE	SYRACUSE	NY	13206	1				(315)433-0124

WHOLESALER : 533288 JONES MCINTOSH TOBACCO CO. <DIRECT>
 TEMPLATE : 800004 80100 DOR JAN 51/2 NO
 TEMPLATE SEQ : 0023
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162205	162237	703571	KLEEN FOOD 2	500 CATHERINE ST	SYRACUSE	NY	13203	1				(315) 474-4354
162205	162230	706003	VILLAGE MARKET	2261 MILTON AVE	SOLVAY	NY	13209	1				(315) 487-2979
162205	162237	706005	FAMILY FOOD MARKET	814 BUTTERNUT ST	SYRACUSE	NY	13208	1				(315) 474-0721
162205	162230	721872	NELSON'S NEWS	1 MONY PLZ	SYRACUSE	NY	13202	1				(315) 478-5723
162205	162237	744911	PAVIAS MARKET	854 N SALINA ST	SYRACUSE	NY	13208	1				(315) 422-7961
162205		722158	M&M GROCERY	140 OAKWOOD AVE	SYRACUSE	NY	13202	1				(315) 425-9447
162205	162237	730136	EXTRA KLEEN FOOD	231 HAWLEY AVE	SYRACUSE	NY	13203	1				(315) 424-9506
162205	162237	731954	GOLDEN MKT 2, INC.	1701 COURT ST	SYRACUSE	NY	13208	1				(315) 454-2013
162205	162237	732125	CFM #87001	356 N MIDLER AVE	SYRACUSE	NY	13206	1				(315) 432-0152
162205	162237	762499	LUDY'S GROCERY	106 OAK ST	SYRACUSE	NY	13203	1				(315) 472-1119
162205	162230	763105	ON THE RUN	968 E BRIGHTON AV	SYRACUSE	NY	13205	1		1449-0000		(315) 492-1150
162205		778411	SMOKEYS TOBACCO&NEW	708 BUTTERNUT ST	SYRACUSE	NY	13208	1				(315) 471-9660
162205		779482	ABE'S SHOP RITE	100 GEDDES ST	SYRACUSE	NY	13204	1				(315) 471-2266
162205	162230	171329	LAFAYETTE IGA #810	2512 ROUTE 11 BX	LA FAYETTE	NY	13084	1				(315) 677-3301
162205	162237	753152	K-1 CONVENIENT	2204 BURNET AVE	SYRACUSE	NY	13206	1				(315) 434-8890
162205	162237	762093	CHASES SMOKE SHOP	2829 JAMES ST	SYRACUSE	NY	13206	1				(315) 463-9334
162205	162231	305318	COSTA'S MARKET	75 WEST STREET	HOMER	NY	13077	1	NYS			(607) 749-4656
162206	162237	171685	TEMPLE DAIRY	312 FAYETTE ST	MANLIUS	NY	13104	1				(315) 682-6367
162206	162236	519349	FYLER RD CONVENIENC	991A FYLER RD	KIRKVILLE	NY	13082	1				(315) 687-3400
162206	162235	599498	JAMES ST MARKET	401 JAMES ST	UTICA	NY	13501	1				(315) 733-8013
162206	162236	660680	J&K BEVERAGE	1 LENOX AVE	ONEIDA	NY	13421	1			8221	(315) 363-9685
162206	162237	662855	A-PLUS #4212	3492 ERIE BLVD E	DEWITT	NY	13214	1		0362-0102		(315) 446-6241
162206	162236	725856	NARAYAN GROC., INC.	1148 FLOYD AVE	ROME	NY	13440	1				(315) 336-6820
162206	162236	748795	E SYR VILLAGE MART	307 W MANLIUS ST	EAST SYRACUSE	NY	13057	1				(315) 343-9636
162206	162235	760345	RJ'S MARKET	600 MOHAWK AVE	UTICA	NY	13501	1				(315) 733-7026
162206	162236	762348	MILLERS MOBIL	125 E MANLIUS ST	EAST SYRACUSE	NY	13057	1				(315) 463-0943
162206	162236	777258	A-PLUS MINI #4414	131 S JAMES ST	ROME	NY	13440	1		0362-0102	7110	(315) 339-4881
162206	162235	400859	TOMA'S MOHAWK MINI	1160 MOHAWK ST	UTICA	NY	13501	1	NYS			(315) 732-5670
162605	162624	527607	NICE N EASY #2401	703 S MAIN ST	NEWARK	NY	14513	1			6441	(315) 331-5090
162605	162231	579857	NEWFIELD SUNNY'S	1253 W DANBY RD	NEWFIELD	NY	14867	1				(607) 275-0129
162605	162624	654787	VICTOR CONVENIENCE	6373 VICTOR MANCH	VICTOR	NY	14564	1				(716) 742-2150
162605	162624	657233	VALVANO'S CLIFTON N	22 W MAIN STREET	CLIFTON SPRING	NY	14432	1			8055	(315) 462-5297
162605	162620	677756	RAEANN INC.	DBA SCHAEFER'S MK	SODUS	NY	14551	1				(315) 483-4509
162605	162624	750230	VALVANOS PALMYRA NE	212 E MAIN ST	PALMYRA	NY	14522	1				(315) 597-8851
162605	162624	268994	NORTHSIDE GROCERY	1202 N MAIN ST	NEWARK	NY	14513	1	NYS		917153	(315) 331-7438

PAGE BREAK TOTAL ACCOUNTS 77 TOTAL QUANTITY 85

TEMPLATE TOTAL ACCOUNTS 77 TOTAL QUANTITY 85

WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS

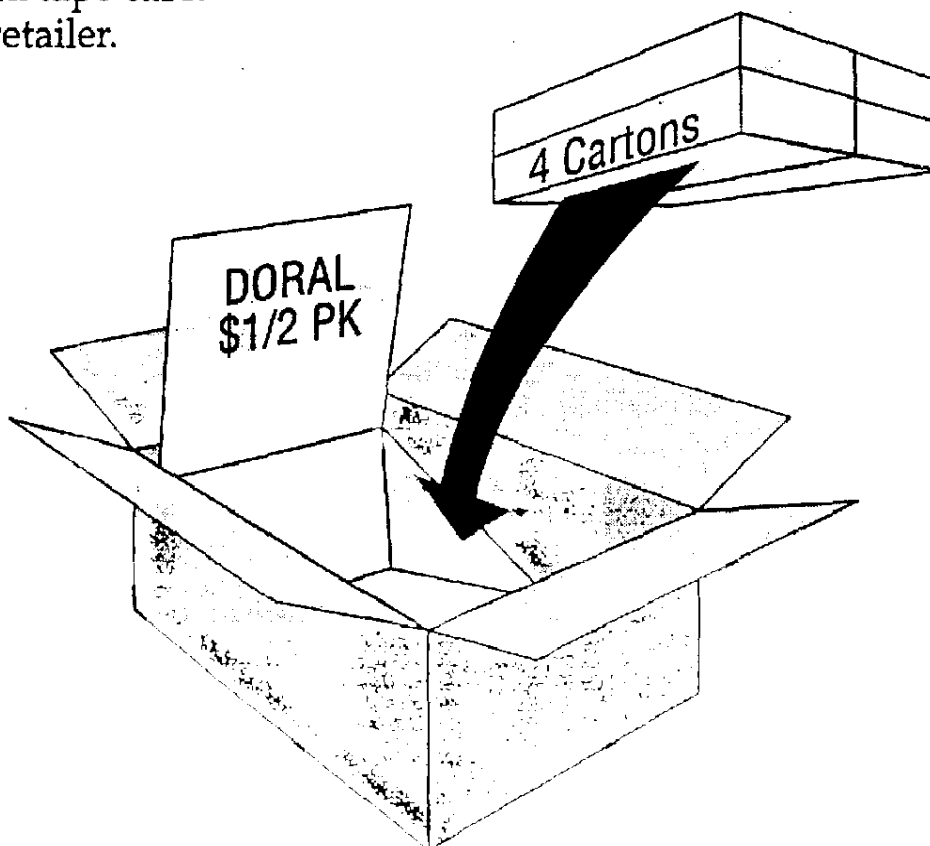
1ST QTR. '98

January DORAL \$1.00/2 PK

(\$1.00 off 2 packs—Pack Outlets, CTS Pack)

STEPS

1. Open DORAL \$1/2 PK shipping case.
2. Place 4 cartons of Doral promotional product into shipper/display case. Promotional product is in white cartons and is pre-sleeved.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



51852 2195

Item: # 535481 - Pack Outlets

535625 - CTS Pack

Description: DORAL \$1/2 PACKS Display / POS kit

* Pack 4 ctos per Display
4 styles may not be
shipped to all Retail Acct

Brand Style	LIGHT	LIGHT 100	LIGHT MEN 100	FF 100		
Number of Cartons	1	1	1	1		